

## DISPLAY SHELF FOR ELONGATED PRODUCTS

### ABSTRACT OF THE DISCLOSURE

A display shelf which employs a mounting or support panel for attachment to one face of a transparent wall is provided with a floor which projects from the top edge of the support panel and a containment wall which projects upwardly from the floor. The support panel does not extend above the floor in the area which supports  
5 displayed product so that the product is visible through the transparent wall. Advertising material may be displayed on the support panel below the floor and the containment wall and/or floor may be appropriately shaped to provide individual compartments for each unit of product displayed.